

5 SIMPLE STEPS TO
NAIL YOUR NICHE
TO SELL WELL ON
Zazzle

FROM
THE ZAZZLE EXPANSION EXPERTS

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Hey there! We are Jen and Elke Clarke - The Zazzle Expansion Experts. We have helped our coaching clients sell over \$72 million dollars worth of Zazzle products combined.

When we first started on Zazzle, we struggled to get sales. We were switching niches daily and using the "throw spaghetti against the wall" method in hopes that something would sell. But once we "Nailed Our Niches on Zazzle" we became more focused on delivering what the customer who shops on Zazzle wanted and the sales started rolling in (over \$15 million so far).

Now it's your turn! You are either brand new or you have been struggling to find that first niche that will skyrocket your sales. The first step to sales success is to "Nail Your Niche".

In this mini course guide and worksheet, we will share with you what has worked for us and our clients and what hasn't. (*Hint: Trying to sell in untapped niches on Zazzle doesn't guarantee that you will sell lots or continue to sell over time.*)

We like to work smarter, not harder. That is why we will provide you with several niche options that have the most chance of working long-term, instead of overwhelming you with every possible option (remember - spaghetti). We will also show you how you can validate your choice.

Our step by step process outlined here will help you confidently choose your first niche to sell in using Zazzle. Once you have crushed it in your first niche you can use this worksheet again to decide what niche you want to dominate next on your Zazzle journey to success!

Let's get started!

NICHE OPTIONS

START: BY USING A NICHE STRATEGY

It would be easy for us to list hundreds of niches here (because there are soooo many fun ones to try) and then you would think we have been super helpful. But we would actually be doing you a disservice. It will only be much later that you may find out that you have been picking many niches using the "throw spaghetti against the wall to see if it sticks method" trying to get a foothold to start selling well on Zazzle. We have been there and done that.

Newsflash: Randomly choosing niches, especially untapped ones on Zazzle, doesn't work.

Instead, use **our 3 Pillars: Perceivable, Passive, Profitable** (the business principles and foundation on which we have built our million dollar Zazzle stores) as criteria to make a solid business decision to create your niche strategy.

Strategic niche choice is crucial to how fast you succeed on Zazzle. Let's dive into each pillar to help you become confident in your business choices this time and any time you want to create more sales in a new niche.

Perceivable:

Proof that it has worked and has the highest chance of working in the future long-term.

To help you avoid overwhelm, and more importantly start selling sooner than later, in this worksheet we have curated a small list of niche options that have already worked for our clients - even though each of these niches was already established when they started. They are still viable today and have the highest probability to be so in the future.

Just as we coached our clients when they felt like they had nothing to compete with in established niches, we are now cheering you on. Because **only you "can do you"** and you are on the perfect platform to do that because the Zazzle customer is looking for **"unique and different"**.

Believe in yourself. Don't be afraid of competition. Instead, learn from the competition. Know that you can **bring something new and unique to the niche that will make your brand and offerings stand out and be desirable**. There is always space for more competition. *Consider Coke and Pepsi, Apple, and Samsung.* You get the idea.

It's more perceivable (more likely) to start selling when you **improve on a proven concept** that already has a high demand on Zazzle rather than to work to create demand on Zazzle for an upcoming trend that is an undersaturated niche on Zazzle.

It is also more perceivable that the untapped or undersaturated niche you want to develop will not stand the test of time on Zazzle. That is why **we suggest choosing EVERGREEN NICHES so that your efforts can achieve more passive income longer.**

We certainly don't want to work hard to create demand for an undersaturated niche, succeed and then have to work hard again when everyone else jumps on the niche. Or worse, it dies off in popularity and you have to do all the work again to establish a new niche. That's not working smarter and not passive!

NICHE IMPORTANCE

START: NICHE STRATEGY CON'T

Passive:

Even though you WILL have to work. You can work SMARTER not HARDER.

Consider what would have to happen if you decided to choose a niche that was undersaturated on Zazzle. It's not just about adding the right keywords to your products. You will have to do more work driving traffic to your Zazzle products. If that is something that you are already good at, then do it and DOMINATE that undersaturated niche while you can. We have done this in the past, but it is a lot of work (not passive), not sustainable and once the cash grab is over, our sales dropped, in that niche.

Instead, if you **bring fresh design ideas and serve the customer better than the current competition in an established niche** that customers know and come to Zazzle for, then you will need less work to promote and drive traffic to your products and less work coming up with designs that sell.

The **Zazzle, Pinterest, and Google search algorithms will do the work for you** if you use the correct keywords (SEO). **Work once to create passive continuous search opportunities** because the product / design uses and niches are **timeless**. They are ones that people will always buy, and the level of demand (volume) is always predictably high, year after year, despite changes in the economy or politics, etc. *(like life milestones, items for business and home to name a few).*

Also, **work once (you design and post for sale) and then take advantage of the Zazzle marketing staff that do promotion (passive for you)**. They are always looking for new products / designs to promote in proven niches. Customers who they know come to Zazzle for specific things can be turned into buyers by promoting the latest and most unique offerings (which could be yours). They do that through physical choices by Zazzle staff like Editor's Picks, email marketing, Zazzle blog post features, landing page features, etc. These are already in place for key niches that bring Zazzle the most revenue. So **provide the designs / products to benefit from this passive promotion**.

Profitable:

It's your responsibility to make product types / niche choices that create profit for you.

You want to make money on Zazzle. All your focus is on making those elusive sales. But it's more than that. Right from the start, remember: "Every choice you make affects your future profitability".

It's easy to work out your profit because your biggest expense will be your time. Yes you will have some other expenses like equipment / internet / purchased graphics / courses etc. but what you are after is **your Zazzle earnings = a crazy big hourly wage (ie lots of \$\$\$ for low amount of time spent)**

The dollar amount of profit is up to you but ultimately you want to be profitable with your time (less and less hours as your business grows) as well as money received (earn more over time).

You could build out an undersaturated niche and CRUSH IT only to realize the volume of demand was never ever going to make it profitable even though you succeeded in dominating the niche.

To avoid that from happening use Google trends and other sales data research (see below in the worksheets) to help you understand the potential for a niche / product type and design / use in the niche the sales you will need and want to be profitable.

NICHE CHOICES

CHOOSE : EVERGREEN NICHE THEMES

If you skipped the last few pages just to get to the list we provided here, go back and read those extremely important insights that have helped us and our coaching clients CRUSH IT when choosing niches to sell in using Zazzle. We also talk about mistakes we have made that you will want to avoid.

Remember, work on one niche first, get good at it (ie sell well) then move on to the next. This approach has worked well for us and we highly recommend it.

This is our curated list of evergreen niche options that are always in demand in higher volume than others on Zazzle and in general. By choosing these niches you are already improving your chances of selling. Start with one of these and add your unique designs to outshine the competition.

Niche Theme 1:

Target Customer (Profession / Jobs and Small Business Owner / Family Role):

1. Niche type = Profession (teacher, healthcare worker, lawyer, dentist, chiropractor, fire and police services)
2. Niche type = Jobs and Small Businesses Owner (food industry, beauty industry, fitness industry, authors, graphic designers, consultants, construction industry)
3. Niche type = Family Role (parent and stepparent, grandparents, uncle, aunt, adopted children, best friends, pets)

Niche Theme 2:

Things People Do (Hobbies / Sports and Games / Home)

1. Niche type = Hobbies (food, art, music, photography, animals, gardening, crafts)
2. Niche type = Sports and Games (golf, skateboarding, martial arts, yoga, fitness, family games)
3. Niche type = Home (decorating, renewing, preparing for family additions, moving, gardening, creating comfort, and personalizing)

Niche Theme 3:

Life Events (Announce or Invite to Celebrate)

1. Niche type = Announce or Invite to Celebrate: (births, deaths, weddings, divorce, moving, job changes, retirement, baby celebrations - shower / baptism, graduation celebrations and announcements, milestone birthday celebrations, milestone anniversary celebrations (marriage, workplace, business milestones, personal milestones, professional milestones)

Niche Theme 4:

Design Themes (Timeless Designs / Targeting a Style)

1. Niche type = Timeless Designs (font styles, text wording or phrases, color themes, symbols)
2. Niche type = Targeting a Style (evergreen over time) (elegant, minimal, modern, rustic, black and white, monogram, abstract, pattern)

Highlight each one that excites you. This will be for your reference as you work through the following steps outlined in this worksheet and for future reference when you want to **CRUSH IT** in more niches.

Now it's time for you to Nail Your Niche!

STEP#1

LIST: WHAT YOU LOVE TO DO

Despite what you may think, to sell on Zazzle, you do not need to sell products on Zazzle that are like the ones featured on their homepage. Instead, sell products that you are passionate about creating. We want you to enjoy your business and build it up based on what you love. That's why you started your Zazzle business, or are about to start one. What do you love and what are you passionate about?

Take 5 minutes to write down everything you love doing - Do you love creating patterns, art, photography, graphic designs, typography, procreate, or are you good at finding graphics and creating designs with them, etc OR do you love the business side of creating trends and marketing? You are listing all the things you love doing that can be used to create a successful business on Zazzle.

No judgment...just write. There are no wrong answers. There are many ways to make money on Zazzle.

LIST: YOUR INTERESTS & HOBBIES

When you are interested in something, you are invested in it. You know details the average person may not. This means that you know intimate information about your ideal customer's needs and wants because you are the ideal customer. You know what customers want to buy and what they like because you do too. This gives you a competitive advantage in the Zazzle marketplace to make sales in your niche(s).

STEP#2

EXPLORE: THE ZAZZLE MARKETPLACE

1. Go to www.zazzle.com
2. Explore the homepage and some of the different landing pages Zazzle uses to showcase different niches. Have some fun looking around.
3. Make notes below on what resonates with you in each of the niche themes.

Niche Theme 1: Target Customer (Profession / Jobs and Small Business Owner / Family Role):

Niche Theme 2: Things People Do (Hobbies / Sports and Games / Home)

Niche Theme 3: Life Events (Announce or Invite to Celebrate)

Niche Theme 4: Design Themes (Timeless Designs / Targeting a Style)

This step is to help you align how you will serve the Zazzle customer with your passion, interests, and what you resonated with the most on the Zazzle marketplace. This will allow you to make decisions with confidence and clarity about what products to make to sell. List your answers from Steps 1 & 2 below. Then see which align.

[illegible]

STEP #4

OWN IT! NAIL YOUR NICHE

It's time to decide on your first niche. Choose from the brainstorming in Step #3 above and write your decision below. No matter what your answer is, it's the right one for you and your business. Only YOU can provide your creativity, and there are customers out there that will want what you have to offer. How to connect with these customers and provide them with what they want is not part of this decision. (We have courses to help you with that.) What is important here is that you are happy working on your niche so that you can thrive and do what you love in your online business. (SEE "VERIFY" section at the bottom of this page to complete the two columns on the right.)

YOUR CHOICE SKILLS / PASSION / INTERESTS	YOUR CHOICE NICHE THEME CHOICE DETAILS / SPECIFICS	YOUR CHOICE OF PRODUCTS and DESIGN STYLES	NICHE KEYWORD USED IN ZAZZLE SEARCH	TOTAL # OF PRODUCTS PER KEYWORD SEARCH
_____	_____	_____	1 _____	1 _____
_____	_____	_____	2 _____	2 _____
_____	_____	_____	3 _____	3 _____

OPTIONS: BROAD OR NARROW NICHE

You can combine two or more niche themes to narrow the scope of the niche or keep it broad.

Some common examples of combining niche themes include combining Niche Theme 4 with one of the other 3 themes. Like vintage home decor, minimal business cards, floral occasions, etc.

VERIFY & RESEARCH: ON THE ZAZZLE

Go to www.zazzle.com on the home page and use the search bar to test specific keywords (single or 2 - 3 word phrases) related to your product use, design style, and niche. Once the popular sort for the keyword appears:

1. look near the top right of the search results for the TOTAL number of products in the sort
2. note the keyword and # on the chart above
3. repeat with 2 more keywords
4. assess your results **using the following guidelines:**

- You can compete and sell within a niche that has a high number of search results (more than 1,000 products)
- If the results are under 1,000 products, your chances of selling are not as favorable unless you drive traffic to Zazzle and create demand for your niche.
- If # is less than 500 products, we recommend that you broaden your niche (ie make it less specific) and repeat the keyword / products search until you find 3 good keywords (over 1,000 in product results each for your niche)
- if you can not find 3 keywords or even 1, that describes your niche, it's time to pick a new niche and repeat step #4

Have you nailed your niche? Yes? or No?

If "No", reassess by repeating any or all of Steps 1, 2, 3 & 4.

If "Yes", you've NAILED YOUR NICHE! Then, proceed to the next page for Step #5 where you will verify your chosen niche outside of the Zazzle platform - you will be searching for information to confirm the demand, product types, and keywords plus any customer intel and what they want which you can improve on or provide.

STEP #5

RESEARCH: OTHER SHOPPING SITES

- A. Go to www.amazon.com
- B. Put in the search bar a potential product type that you want to sell like t-shirts, cell phone cases, business cards, home decor, invitations, etc. Go past the top listings that are clearly paid ads and find the true organic search results of the top popular products.
- C. Look for and choose a listed product with a high #sold
- D. Note the following information about the product you choose. This will help you lock in keywords, design themes, and what your target audience wants. You can repeat this whole process as needed to decide on your niche and product type and get prepared to start selling on Zazzle.

Popular Product Research on www.amazon.com

Product Type and Price:

URL:

Number of Sales:

Niche / Use:

Target Customer:

Keywords used in title and description:

1. Commonly used keywords (or group of words):

2. Trending unique outlier keyword (or group of words):

Design Ideas (write or draw) / colors used / phrases / images etc.:

What did the customer like about product / design?:

What did the customer want to be improved?

(This is your chance to improve on or deliver what they wanted in your new design / products that you will post on Zazzle)

STEP#5 CON'T

RESEARCH: OTHER SHOPPING SITES

- A. Go to www.etsy.com
- B. Put in the search bar a potential product type that you want to sell like t-shirts, cell phone cases, business cards, home decor, invitations, etc. Go past the top listings that are clearly paid ads and find the true organic search results of the top popular products.
- C. Look for and choose a listed product with a high #sold
- D. Note the following information about the product you choose. This will help you lock in keywords, design themes, and what your target audience wants. You can repeat this whole process as needed to decide on your niche and product type and get prepared to start selling on Zazzle.

Popular Product Research on www.etsy.com

Product Type and Price:

URL:

Number of Sales:

Niche / Use:

Target Customer:

Keywords used in title and description:

1. Commonly used keywords (or group of words):

2. Trending unique outlier keyword (or group of words):

Design Ideas (write or draw) / colors used / phrases / images etc.:

What did the customer like about product / design?:

What did the customer want to be improved?

(This is your chance to improve on or deliver what they wanted in your new design / products that you will post on Zazzle)

STEP#5 CON'T

RESEARCH: OTHER SHOPPING SITES

- A. Go to www.eBay.com
- B. Put in the search bar a potential product type that you want to sell like t-shirts, cell phone cases, business cards, home decor, invitations, etc. Go past the top listings that are clearly paid ads and find the true organic search results of the top popular products.
- C. Look for and choose a listed product with a high #sold
- D. Note the following information about the product you choose. This will help you lock in keywords, design themes, and what your target audience wants. You can repeat this whole process as needed to decide on your niche and product type and get prepared to start selling on Zazzle.

Popular Product Research on www.eBay.com

Product Type and Price:

URL:

Number of Sales:

Niche / Use:

Target Customer:

Keywords used in title and description:

1. Commonly used keywords (or group of words):

2. Trending unique outlier keyword (or group of words):

Design Ideas (write or draw) / colors used / phrases / images etc.:

What did the customer like about product / design?:

What did the customer want to be improved?

(This is your chance to improve on or deliver what they wanted in your new design / products that you will post on Zazzle)

STEP#5 CON'T

RESEARCH: ASSESS AND PLAN

Now it's time to assess what you found and set your game plan.

Assess:

- success = a product on all 3 platforms with 10K+ in customer orders - move to "Plan"
- failure = in less than 10K in customer orders - reassess niche choice and repeat steps

Plan:

- use product and keyword data you have found to decide which products and designs to post first and the keywords to use for maximum SEO (Search Engine Optimization)

CONGRATS: YOU NAILED YOUR NICHE

Congratulations! You have successfully completed Steps 1, 2, 3, 4, & 5 and nailed your niche.

We are doing a Happy Dance for you! **(We're known for that).**

REMEMBER: Align your niche choices with you as a designer. You can change your niche at any time if your goal changes and if your vision for your business evolves as you grow as a Zazzle Designer.

Now that you've nailed your niche, you are ready for the **next step!**

NEXT STEP: POST PRODUCTS FOR SALE ON ZAZZLE

If you found this **Nail Your Niche mini course / worksheet** helpful and want more guidance from us, use the following links to learn more about the options we offer.

We are excited to help you on your Zazzle journey to success.

Best, Jen and Elke

Use our proven 5 Strategies to succeed on Zazzle

Zazzle course and coaching program for beginners and intermediates: <https://jenandelkeclarke.com/startandscale>

Zazzle mentoring for people who want 7-figures in sales: <https://jenandelkeclarke.com/7-figure-seller-mastermind/>

Learn more about Zazzle and connect with other Zazzler Creators

YOUTUBE CHANNEL: <https://www.youtube.com/c/JenandElkeClarke/>

PODCAST: [THE CREATIVE AND AMBITIOUS ENTREPRENEUR](#)

FACEBOOK GROUP: [THE CREATIVE AND AMBITIOUS ENTREPRENEUR](#)

BLOG: <https://jenandelkeclarke.com/blog>

Connect with Jen and Elke!

INSTAGRAM: [@msjenclarke](#) or [@elkeclarke](#)

FACEBOOK: <https://www.facebook.com/elkeclarke.comZazzle> or <https://www.facebook.com/jen.clarke2>